

CELEBRATE THE FOURTH OF JULY AT CLOVIS THIS YEAR!!!

Protect Your Auto
with a St. Paul Policy
Old, Strong and Reliable.
Losses Adjusted Promptly
BAKER Bros. Agency.

The Clovis News

"No Chain is Stronger
Than Its Weakest Link"
Our abstracts point out all weak links
thus enabling you to strengthen your
chain of title.
Clovis Title & Abstract Co.
C. C. BAKER, Manager.

VOL. 8. NO. 50

CLOVIS, CURRY COUNTY, NEW MEXICO, JUNE 18, 1915

\$1.00 PER YEAR

INTEREST LIVENS IN SUBSCRIPTION CAMPAIGN

4th OF JULY PROGRAM ON MONDAY, JULY 5th

Join the Throng and be with us. Celebrate Independence
Day in Clovis where there will be Something Doing
All Day Long. Three Bands. Big Carnival Show.
Many things to entertain and amuse.

Come to Clovis New Mexico on July 5th, if you want to have the best time in your life. Listen to the bands play, hear the Anvils boom, speaking by people who know how to speak, patriotic exercises, see the ball game, let the children ride the Merry-go-round or the Ferris-wheel, see the sports, the races, the fireworks. Everything that will make you live again the glorious fourths of years gone by. Hon. Granville A. Richardson, of Roswell, and Hon. Ralph C. Ely have written that they will be here on the fifth to address the people assembled on this glorious occasion. They are considered the best in the state, so that when you hear them you will hear real orators. The Croft building on west Grand Avenue will be fitted up with seats especially for the ladies and children and plenty of ice water will be provided. A shade and speakers stand will also be erected on west Grand Avenue where the sports will be held under the direction of J. E. Shaw Van. The Negro-Stevens Carnival Company, formerly known as the Southern Carnival Company, will be here for the entire week with attractions of all kinds. Following is the partial program as outlined up to date.

FOURTH OF JULY PROGRAM

- 10:00 a. m. Assemble at junction of Main Street and Grand Avenue.—Music by Clovis Band.
10:15 a. m. Song, America, by children, accompanied by Croft's orchestra and ladies' band.
10:30 a. m. Reading, patriotic selection, Miss Jewel Bayless.
10:45 a. m. Song, Star Spangled Banner, by children, accompanied by Croft's orchestra and ladies band.
11:00 a. m. Speaking, Hon. Ralph C. Ely and Judge G. A. Richardson.
12:00 to 1:30 p. m., dinner.
1:30 p. m., music by Clovis Band.
1:45 to 3:00 p. m., sports, in charge of J. E. Shaw Van, on west Grand Avenue.

The following sports have been arranged for and cash prizes will be paid to winners as indicated:

1. Potatoe race, first prize \$2.50; second, \$1.50; third, \$1.00.
 2. Foot race, fifty yards, boys 14 years of age and under. First prize \$1.25; second, 75cts; third, 50cts.
 3. Sack race. First prize \$2.50; second, \$1.50; third, \$1.00.
 4. Climbing greased pole, prize \$5.00.
 5. Three legged race. First prize, \$3.00; second \$2.00.
- 7:15 p. m. Exhibition run by Clovis fire department and water fight.

Tom Reagan and wife returned the first of the week from El Paso, where they visited friends a few days.

Elks Observe Flag Day

As is their annual custom, Clovis Lodge B. P. O. Elks No. 1244, observed Flag day Monday with appropriate exercises and a patriotic program of music, song and story. A number of the members accompanied by their families and friends gathered at the Club rooms at eight o'clock where the meeting was called to order by the Exalter Ruler of Clovis Lodge, Mr. J. O. Prichard. J. C. Nelson presided at the piano and played the Red, White and Blue. Fred Dennis read the history of the flag of the country from the time of the landing of the Pilgrims to the "Star Spangled Banner" as made by Betsy Ross in Philadelphia and adopted as the national emblem. Mr. Leo Parker sang a beautiful sentimental song entitled "Mother McCheree." Attorney Sam Bratton spoke on the significance of the flag and made a plea for the teaching of what it means and its influence on the coming generation. Mr. Bratton is a splendid speaker and there is no doubt that his words instilled a greater love for flag and country in the hearts of those who heard him. The program was concluded with the singing of "America."

Fox's Show Coming

Through some misunderstanding in dates and for the more particular reason that they are being more liberally patronized and encouraged in Hereford, the Roy E. Fox shows did not put in an appearance Monday for a week's engagement as announced, but have decided to remain in Hereford for another week and appear in Clovis Monday for a week's performance. On Monday night they give the "Wise Fool;" Tuesday, "The Call of the Woods;" Wednesday, "Dora Thorne;" Thursday, "Half Breed;" Friday, "St Elmo" and Saturday Matinee, "Peeka Bad Boy" and Saturday night, "Sweetest Girl in Dixie." Mr. Fox was here Monday making the necessary arrangements for the show.

New Speed Limit

A sign has been placed at the corner of Main Street and Grand Avenue warning autoists to limit their speed to 12 miles an hour. This was made necessary on account of the rapid increase in the number of cars and zig zag course made necessary on account of the high crossings. These corners are considered the most dangerous in the city and it is miraculous that someone has not already been hit at these turns by reckless drivers. Will the new speed ordinance be enforced?

Attorney, W. A. Gillenwater, was in Farwell Tuesday on legal business.

Sadler Sued for \$2500.00

W. C. Crow has brought suit in the district court against night marshal, Finis E. Sadler, for \$2500.00 damages. In his complaint he alleges among other things that he was unlawfully and feloniously detained and imprisoned by the night marshal recently, the facts concerning which are known by many Clovis people. The trouble originated through the taking of a small toy wagon by a son of Mr. Crow's from the house of E. F. Reynolds. A complaint made to the officer resulted in the immediate return of the wagon which the boy alleges he took to bring some things to his house. It is said that the boy received a rather harsh lecture from the officer and this incensed the father with the result that he went to Sadler in an angry attitude. His arrest and incarceration followed.

Fire at Lone Star Yard

A small blaze occurred Tuesday noon at the Lone Star Lumber Yard on Grand Avenue and Connelly Street, when fire was discovered in a shed barn at the rear of the yard. It originated in a pile of hay and was extinguished by the fire department before much damage had been done, other than the destruction of part of the sheds and some fencing. The department has demonstrated on several occasions lately that they are a very efficient fire fighting force and a real safe guard to the city.

W. H. Land, of Fort Sumner, who bought the judgments of the American Bank and Trust Company loans, has filed a garnishment suit and attachment through his attorney, Fred Dennis, against A. L. Awalt to cover a balance due Awalt as salary and fees as county clerk. A similar attachment has also been filed by Henry G. Coors. The county officers acknowledge their indebtedness to Awalt, but for some reason had delayed payment and the suits were filed under the new garnishment law which became effective on the 11th.

C. E. Dennis returned last Friday from Santa Fe, where he went to attend a meeting of the board of penitentiary commissioners who were to award supply contracts.

'Hot Time'

at Council Meeting

It was all about the granting of a license to the Roy E. Fox's Minstrel Show which is billed for Clovis beginning Monday and lasting a week. Last week the town was billed by this show to appear under tent beginning Monday. At the time of making arrangements to show here, Mr. Fox, who is now in Hereford with his show, made inquiry about the license and was informed by the clerk that it would be ten dollars. After making preparations for the move here as advertised, he was advised that the license had been advanced to \$30.00. After cancelling his dates and after some discussion with the aldermen, he at last obtained a license for a year (the same as held by the Lyceum) for \$30.00. He again billed the town to appear Monday June 21 to remain a week. In the meantime, those who opposed his coming at any price, made a complaint and his license was revoked. The matter was taken up at the meeting of the council Monday night when Mr. Fox was present and the matter thrashed out. Discussion was ripe and the meeting developed into a protracted debate. Mersfelder, Hull, Nichols and Childers lined up in favor of granting a license for ten dollars a night for the two weeks engaged. Mayor Ramey, and aldermen Carter, Johnson and others took the negative. The first named won and some of the others are much "peevish." Fox was granted a license for \$120.00 to show for 12 nights beginning Monday June 21.

Model Grocery Rearranging

The Model Grocery has been undergoing a rearrangement and reconstruction of the interior this week. The partitions have been changed and the entire front of fifty feet converted into a sales and display department. The rear of the building has been divided into two storage rooms. This new arrangement makes the Model one of the most attractive grocery stores in the city.

The Woodmen Circle gave a dance in the Moose Hall on west Grand Avenue Tuesday evening. The ladies of the Circle had everything pleasantly arranged and served punch. A large crowd attended.

Standing of Contestants in the News Big Subscription Campaign

| | | | |
|-------------------------|-----------------|-------|-------|
| Miss Imogene Baird, | Clovis..... | 9,100 | votes |
| Miss Elma Forbes, | "..... | 7,600 | " |
| Miss Lena Singer, | "..... | 5,400 | " |
| Miss Bessie Reynolds, | "..... | 1,500 | " |
| Miss Ione Austin, | "..... | 1,000 | " |
| Miss Magdalene Humphry, | "..... | 1,000 | " |
| Miss Muri Douglass, | "..... | 1,000 | " |
| Miss Ruth Downing, | Melrose..... | 3,600 | " |
| Miss Della Boone, | Texico..... | 4,100 | " |
| Miss Ethel Brasher, | Lincoln..... | 2,300 | " |
| Miss Amy Anderson, | Havener..... | 1,200 | " |
| Miss Myrtle McMullen, | "..... | 1,000 | " |
| Miss Lucy Wright | Grady..... | 1,100 | " |
| Miss Jessie Holden, | Enterprise..... | 1,000 | " |
| Miss Mildred Rork, | Claud..... | 1,000 | " |
| Miss Bertha Fahsholtz, | Hollene..... | 1,000 | " |

MANY POPULAR GIRLS ACTIVE IN SUBSCRIPTION CAMPAIGN

The News will give Absolutely Free to the Girls obtaining the most subscriptions in this campaign, a \$350.00 Jesse French Piano, or a Trip to California Expositions with all expenses paid. A Solid Gold Watch and a College Scholarship.

The Clovis News mighty subscription campaign rushes on. Yes, "rushes." That's the proper word to use. No other word would convey as fully the magnificent work of many of the campaigners, and the handsome way in which the subscriptions are rolling in.

The extra number of premiums given away and the absolute fairness of this campaign appeal to everyone. One of the biggest business men in Clovis was heard to remark the other day: "The Clovis News subscription campaign is the biggest thing of its kind I ever saw and the absolute fairness of the campaign appeals to me, and I am sure to everyone else." That's the idea exactly. As stated in the beginning, this paper does not want something for nothing. Hence this campaign has been arranged so that EVERYONE who enters and stays to the close will be rewarded for any service rendered. Can't possibly lose. Then again, this campaign will not "drag" along over many weary months. There is snap, vim and vigor in this tremendous effort from the day the curtain was lifted until the curtain will be drawn July 11—just about four weeks from the beginning.

For a weekly paper, that costs you the small sum of one silver dollar per year, to give away some \$800 in cash and valuable prizes, is an unheard of thing in newspaperdom.

"How can the Clovis News afford to do it?" has been asked perhaps hundreds of times already. It is not a question of PROFIT with the News, it is a question of CIRCULATION. Give us the circulation NOW, and the profit will come later. We decided that 2000 names must be added to our list of readers. This is positively necessary in order to carry to consumation the very enlarged program we have in mind for the building up of every interest and every nook and corner of Curry County. The question of "time" was an important factor with us in considering this matter. "Shall we take twelve months, or one month to get these 2000 names?" was the question we had to settle. To get 2000 names in just one short month, we knew we would have to pay BIG for it, that profits would have to be thrown to the wind for the time being. With the 2000 names added to our list in one month, we will outdistance, by odds, any weekly paper in the state, then we will have the other eleven months to devote to the upbuilding of this country, and in this way, get our reward.

Every prize is a jewel. The Rice Furniture Company sent in a rush order to the factory for the piano and same has been shipped. It's a magnificent

\$350 Jessie French. You want to see it at the above named store.

The solid gold watch is now on display at the E. T. Jernigan Jewelry Store. Mr. Jernigan will be glad to tell you about it. The scholar ships and money are all worth bending every effort for.

There is positively not a minute to be lost in this campaign. July 11 is just a little ways off. Make every day, every hour, every minute count. Don't overlook the little vote coupons in this week's paper. Get as many of these little vote getters as you can. They will not appear any more.

Mandell is Married.

A. Mandell, the popular dry goods merchant, thought he would steal a march on his Clovis friends by quietly slipping away to Amarillo where he was married Thursday to Miss Edith Bradfield, formerly of Clovis, but who recently resided in Chickasha, Oklahoma. The object of his mission was revealed, however, when cards issued by Mrs. J. C. Nelson and Mrs. Wallace Carmack extended the invitation to a miscellaneous shower to be given at the home of Mrs. Nelson, Monday, in honor of the happy young pair.

Mr. Mandell has been a resident of Clovis for about six years and is the proprietor of one of our largest department stores. Mrs. Mandell resided in Clovis several years ago with her parents and was extremely popular with the younger set. She will be a welcome acquisition to Clovis society.

Miss Madolyn Winters, the youngest daughter of Mr. and Mrs. W. S. Winters was married to Roy D. Hobby, an Indiana merchant, at Auburndale, Florida, Thursday. Mrs. Winters and daughters have been visiting there for some months.

Elks Observe Fourth

A grand ball will be given by the Clovis Elks in the club rooms on Monday July 5th. from 5 to 8 a. m. and a smoker for members and guests will be given at 8 o'clock p. m. The entertainment committee is making special preparations for this event which will be a red letter day in Clovis Elksdom.

Miss Albertine Starrett, formerly of Clovis, has accepted a position as Supervisor of First Grade work in the public schools of Denver, Colo., the coming winter.

J. F. Ohr, who resides northwest of Clovis, was in the city Wednesday and ordered his paper changed to the Havener route.